

PLYMOUTH HIKES POWER OF THE NEW 1955 CARS

Plymouth is powering its all-new 1955 cars with the most modern engines yet developed for passenger cars, says Robert Anderson, Plymouth's chief engineer.

The 1955 engines are a 117-horsepower PowerFlow six, a 157-horsepower Hy-Fire V-8 and 167-horsepower Hy-Fire V-8. The latter engine also is available with a special power package. It consists of a four-barrel carburetor and special intake manifold which increases its horsepower to 177.

All engines are available on all three of Plymouth's 1955 lines—Belvedere, Savoy and Plaza. All are available with PowerFlite fully automatic transmissions or with Plymouth's Synchro-Silent three-speed, manual shift transmissions. Overdrive is available with three-speed transmissions.

Plymouth's Hy-Fire V-8s have a compression ratio of 7.6 to 1. They have a new type combustion chamber, called polysphere because of the positioning of the exhaust valve seat in a polygonal section of the chamber. This arrangement permits better engine breathing, less loss of heat energy and more power from fuel than conventional designs.

With overhead valves, hydraulic valve lifters are used in all Hy-Fire V8s with or without PowerFlite automatic transmission. Hydraulic valve lifts permit exceptionally smooth and quiet engine operation. They also contribute to the high efficiency of the Hy-Fire V-8, Anderson says.

The 157-horsepower Hy-Fire has a bore of 3.44 inches and a stroke of 3.25 inches. The 167-horsepower Hy-Fire has the same stroke, but a 3.563 bore.

NEW POWERFLOW SIX

Plymouth's PowerFlow Six now has a 7.4 to 1 compression ratio, compared to the previous ratio of 7.2 to 1. It develops 117-horsepower at 3600 revolutions per minute and 194 foot pounds of torque at 1600 rpm. It has a new all-aluminum carburetor with integral automatic choke incorporating a heat retainer plate to match choke operation to engine temperature.

The PowerFlow Six is outstanding, according to Plymouth engineers, for its powerful torque—or driving force—at low engine speeds. This characteristic permits fast acceleration from a traffic stop to cruising speed.

Performance specifications:

	Horsepower	Maximum Torque	Compression Ratio
PowerFlow Six	117 at 3600	184 at 1600	7.4 to 1
157-hp Hy-Fire V-8	157 at 4400	217 at 2400	7.6 to 1
167-hp Hy-Fire V-8	167 at 4400	231 at 2400	7.6 to 1
Hy-Fire V-8 with Power Package	177 at 4400	231 at 2800	7.6 to 1

Chief Engineer Pinpoints Features of 1955 De Soto

By A. E. KIMBERLY

Chief Engineer - De Soto Division

The two De Soto lines for 1955 are completely new from bumper to bumper—longer, lower, and wider, with a stylish contemporary new "forward look" which expresses fleetness, power, and outstanding performance. These exciting new De Soto models will be on display at the fabulous Torrance Auto Show this week.

Both lines, the magnificent new Firefile, new leader of the De Soto line, and the well-known Fireome are powered by new hemispherical combustion chamber V-8 engines, redesigned for increased power and performance.

These engines feature greater displacement and larger intake and exhaust valves. The Firefile engine delivers 200 horsepower and is equipped with a new four-barrel carburetor with vacuum automatic control on the opening of the two secondary barrels. This permits economical cruising on two barrels, with automatic opening of the other two barrels for a burst of acceleration. Coupled with the improved Powerflite transmission, this power plant provides a gratifying abundance of power and speed to meet every driving need.

185 Horsepower
The famous Fireome engine now delivers 185 horsepower, an increase of 15 over the previous model.

Unlike many cars, both the Firefile and Fireome engines are designed to operate efficiently on the less expensive standard fuels, which can add up to a considerable saving on fuel bills in a year of driving.

In addition to the many new features of the bodies, from the "New Horizon" fully wrapped-around windshield, to the beautiful color-keyed interior appointments, the 1955 De Sotos incorporate many equally important chassis changes. Frames are heavier and more rigid. Both front and rear suspensions have been redesigned to further reduce body roll on cornering. The front tread has been increased almost four inches, rear springs are more than five inches further apart, and the Orion flow shock absorber mountings, front and rear, have been modified for greater effectiveness.

Other improvements include: More efficient steering system. Suspended brake pedal with a wide pad, mounted lever, permitting easy left or right foot braking.

Improved Powerflite fully automatic transmission with greater get-away performance and control lever mounted on instrument panel.

Large Fuel Tank
New 20-gallon fuel tank with filler pipe in rear fender.

New heating and defrosting systems with increased capacity.

New fresh air summer ventilation system.

Tubeless tires standard equipment.

New variable speed electric windshield wipers with larger motor and off-glass parking of the blades when not in use.

New instrument panel with non-glare illumination. Glove box 70 per cent larger. More rigid bodies with three additional body mounts.

Optional Features
Optional features available on the 1955 De Soto models are: New improved Airtemp air conditioning system with automatic disconnect clutch when not in use, new temperature control, and new fast idle control when engine is idling in neutral, for increased cooling capacity.

Optional choice of conventional push button or search turning radio.

Power-operated radio antenna. Full-time coaxial power steering.

Power brakes. Four-way automatic seat control.

Electric window lifts. Distinctive "color sweep" two-tone side moulding treatment. From every standpoint, styling and engineering, the 1955 models are the finest and most beautiful motor cars ever offered by De Soto.

Average Working Day
In the average working day Chevrolet's 19 manufacturing plants pour roughly 8,500,000 pounds of castings, forge over 3,250,000 pounds of hot steel and shear and form rolled steel into 3,000,000 pounds of everything from intricately formed light fenders to heavy gauge brake pedals.

NAPOLEON COACHES
The Fisher Body emblem is derived from the designs of two coaches used by Napoleon Bonaparte, one at his coronation and the other at his marriage to Marie Louise.

Chrysler Sales Zoom During 30 Years on Market

The year 1924 saw the formal introduction of the Chrysler car to the American public. It was hailed by the public as unique, and so it was. Yet in a greater sense of the word, the car was 19 years old when it was introduced, for it represented 19 years of automotive manufacturing experience by Walter P. Chrysler and his associates.

That first Chrysler was a good car, even when judged by today's standards. It was good-looking, safe, easy to handle, speedy and relatively comfortable. Among the features in this model were many items that are today considered standard equipment on practically all makes of automobiles; the six-cylinder high compression engine which gave more power from the same amount of fuel, increasing efficiency, economy and giving smoother performance. Four-wheel hydraulic brakes—pioneered by that Chrysler. The oil filter, air cleaner, the independent hand brake, and many other features.

Some of these engineering features were called revolutionary. But as a matter of fact, they were evolutionary features—features that you take as a matter of course today. So popular was this new Chrysler car that close to 32,000 of them were sold in the year of 1924.

On June 9, 1926, Chrysler Corporation was organized to succeed the Maxwell Motors Corporation, sales jumped to approximately 137,000 Chrysler cars.

In 1927 expanding rapidly, Chrysler corporation was selling its cars as fast as the assembly lines could build them. More space was needed—more plant facilities could be used.

With a gleam in their eye, Chrysler Corp. officials turned to the 109 acres of the Dodge Brothers Corp. Here was an established automobile manufacturing company—it had a complete organization, both manufacturing and sales. With preliminary financial details completed, on July 30, 1928, the Dodge Brothers Corp. officially became Dodge Division of Chrysler Corp.

With the purchase of the Dodge organization, Chrysler Corp. required not only additional manufacturing facilities but also a car backed by 27 years of automobile and automotive parts manufacturing. For it was in 1901 that the Dodge Brothers formed their partnership and began the manufacture of auto parts. With the growth of this organization, Detroit began to take its place in the automotive world. In 1902, the Dodge Brothers received their first really big parts order. Their unequalled ability and facilities began to be sought after by most of the pioneer automobile builders.

Orders piled up and in 1910, John and Horace Dodge purchased the 109-acre site offground in Hamtramck that is the present home of the Dodge division. The erection of a modern manufacturing plant on this site established the brothers as the largest auto parts organization in the country. After 13 years of such operation, during which vital parts were built for more than half a million automobiles, Dodge Brothers decided to manufacture their own car.

In 1914, the first Dodge car, backed by 13 years of automotive experience, was introduced to the public. It was a five-passenger touring car powered by a four-cylinder bio motor that gave 30-35 hp and could easily do 30 miles per hour. With "Jitry" side curtains and a top that could be handled by one man, it offered protection against bad weather. It was an instant success with the public.

The end of the first World War saw auto production begin to make the records that have made American production methods famous. The Dodge Brothers Corp. continued to build progressively better cars. In 1923, the first safety steel body was introduced to the public—pioneered by Dodge.

In 1928, the Plymouth Motor Corp. was formed and the Plymouth, a four-cylinder car, entered the low-priced field. In this field, competition among the automobiles was the keenest. Cars had to be built right, run economically, sell at a moderate price and yet compare favorably in appearance with the higher-priced luxury models. Chrysler-engineered the Plymouth, made an important debut and from the first year of its introduction, success was assured.

With the introduction of these new cars, Chrysler Corp. was set to go. In 1928, three years after its organization, sales of Chrysler units reached 500,000—indeed a vast jump over the 32,000 cars that were sold in 1924.

New Fairlane Ford Offers New Style Pace for 1955

Ford's Fairlane series—six distinguished new passenger car models named after the late Henry Ford's home—set the style pace for the 1955 Ford cars which were introduced Nov. 12.

Styled like Ford's new Thunderbird, the six Fairlane models are easily recognized by a sweeping chrome trimline which starts at the top of each front fender at the headlamp and curves downward—then extends horizontally along the side to the tail lights.

Ford, for the first time, is offering a choice of three new engines in its 1955 cars: A high compression Y-block V-8 engine of 272 cubic inch displacement and an 8.5 to 1 compression ratio.

A powerful Y-block V-6 engine of 272 cubic inch displacement and a 7.6 to 1 compression ratio. An improved 6 cylinder I-

block engine of 223 cubic inch displacement and a 7.5 to 1 compression ratio.

Dual Pipes Standard
Dual exhausts, which provide extra power, are standard on all Fairlane V-8 and station wagon models.

Most outstanding of the new Fairlane models are the two Crown Victorias which are only 58.3 inches high—2.4 inches lower than the 1954 Fords. These hardtop models introduce a completely new styling idea—a chrome arch which extends over the top like a tiara. One Crown Victoria model has a transparent plastic roof over the driver's compartment while the other has an all-steel roof.

In addition to the two Crown Victorias, the new Fairlane series includes a Sunliner convertible, Victoria, four-door Town Sedan and two-door Club Sedan.

NEW NYLON CORD TIRES READY FOR FAMILY AUTO

Newest addition to the B. F. Goodrich passenger tire line is the Nylon Plus Life-Saver tubeless tire built with nylon cord construction. It is reported by L. T. Greiner, Pacific zone manager of replacement tire sales.

The new tire is twice as strong as an ordinary tire and protects against heat, flexing fatigue, bruises and moisture.

The Nylon Plus also seals punctures permanently, protects against blowouts and offers maximum skid resistance with a tread design made up of thousands of tiny blocks of rubber. Nylon cord used in the new tires is the same as that which proved itself in millions of miles of use in B. F. Goodrich truck tires.

In addition to the Life-Saver, the puncture sealing tubeless tire built with rayon cord construction and the new Nylon Plus Life-Saver, B. F. Goodrich is also currently marketing the Safetyliner tubeless tire which sells for the same price as a standard tire and tube combined. The Safetyliner incorporates many of the safety features of the Life-Saver but it does not seal punctures. The Safetyliner will appear on many 1955 new automobiles as standard equipment.

Wrap-Around Windshield A GM First

When General Motors introduced the Panoramic windshield on 1954 production cars, an already lengthy list of GM styling "firsts" was made longer.

First shown publicly in 1951 on GM's experimental LaSalle, the Panoramic windshield was adopted by Oldsmobile, Buick and Cadillac for their 1954 models.

The complete line of '55 GM cars will feature the new windshield and various adaptations of it will be used throughout the industry.

Another GM styling "first" which set a pattern for the entire industry in the hard-top coupe, which was ushered into the auto market by Buick in 1949.

COMING ...

the 1955 PLYMOUTH



COMING TO THE AUTO SHOW STARTING TOMORROW AT THE MUNICIPAL AUDITORIUM IS THE NEW — NEW PLYMOUTH FOR '55! IF YOU HAVEN'T SEEN THIS NEW PLYMOUTH STYLED FOR THE YOUNG AT HEART, NOW IS YOUR CHANCE TO SEE-AND-COMPARE! TO BE SHOWN BY: FRED BRIGGS AND WHITTLESEY MOTORS...YOUR LOCAL DEALERS.

..or GOING

YES, COMING OR GOING YOU HAVE YET TO SEE A MORE ADVANCED, FORWARD LOOKING NEW CAR THAN THE '55 PLYMOUTH IN THE LOWEST PRICE FIELD!



FEATURED AT LEFT IS THE 1955 PLYMOUTH BELVEDERE CONVERTIBLE. BEAUTIFUL COLORS USED FREELY BOTH INSIDE AND OUTSIDE — TRY A CAR FOR THE TRULY AT HEART!

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